

# CUSTOMER SATISFACTION MANAGEMENT

 **In-Class Training (16 Hours 2 Days)**

## Menjawab Masalah Apa?

Ketatnya persaingan di berbagai industri jasa maupun produk menjadi salah satu alasan perusahaan untuk terus memastikan pengelolaan interaksi antara perusahaan dan pelanggan sehingga pelanggan dapat memperoleh kepuasan. Untuk menghasilkan kualitas layanan yang prima tersebut diperlukan sistem layanan yang terintegrasi, yang meliputi layanan front stage maupun dukungan backstage dari suatu perusahaan.

Perusahaan juga perlu mengetahui kualitas layanan, mengevaluasi persepsi pelanggan terhadap produk dan pelayanan, dengan berbagai metode riset yang terintegrasi pada setiap rangkaian layanan yang diperoleh dari gambaran service blueprint (cetak layanan). Hal ini juga telah menjadi salah satu persyaratan di dalam ISO 9001:2008. Dari hasil review ataupun penilaian pelanggan tersebut, perusahaan dapat melakukan perbaikan dan peningkatan pada proses layanan yang akan menghasilkan kepuasan pelanggan dan secara tidak langsung akan berujung pada loyalitas pelanggan dan berkorelasi positif pada peningkatan profit perusahaan.

## Manfaat Apa yang Anda Peroleh?

Setelah selesai mengikuti program ini, peserta diharapkan mampu:

- Memahami tentang konsep kepuasan pelanggan terpadu
- Memahami dan mampu membuat service blueprint
- Memahami pentingnya melakukan redesign terhadap service blueprint untuk meningkatkan kualitas layanan

## Apa Saja yang Dibahas?

- Pengenalan Konsep Pengelolaan Sistem
- Contoh-contoh best practice dari perusahaan dengan customer satisfaction management yang unggul
- Penyusunan Service Blueprint
- Konsep Kepuasan Pelanggan
- Desain Riset Pengukuran Kepuasan Pelanggan
- Desain Kuesioner Pengukuran Kepuasan Pelanggan
- Teknik Analisis Hasil Pengukuran Kepuasan Pelanggan

## Problems to be addressed?

*The intense competition in various service and product industries is one of the reasons why companies continue to ensure the management of interactions between companies and customers, so that customers can be satisfied. To produce excellent service quality, an integrated service system is required, which includes front-stage services as well as backstage support from a company.*

*Companies also need to know the quality of services, evaluate customer perceptions of products and services, with various integrated research methods at each service series obtained from the service blueprint (print service). This has also become one of the requirements in ISO 9001:2008. From the results of customer reviews or assessments, companies can make improvements to the service process that will result in customer satisfaction and will indirectly lead to customer loyalty and correlate positively with increased corporate profit.*

## What goals will be achieved?

*Having attended this program, the participants are expected to be able to:*

- *Understand the concept of integrated customer satisfaction*
- *Understand and able to design service blueprint*
- *Understand the importance of redesigning of service blueprint to improve service quality*

## Problem to be addressed?

- *Introduction to System Management Concept*
- *Best practice examples from a company with excellent customer satisfaction management*
- *Designing Service Blueprint*
- *Customer Satisfaction Concept*
- *Customer Satisfaction Measurement Research Design*
- *Designing a Customer Satisfaction Measurement Questionnaire*
- *Analysis Technique in Measuring Customer Satisfaction Results*

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## Siapa yang Perlu Ikut

- Manajer Senior
- Manajer

## Who should attend

- Senior Manager
- Manager

## Program Terkait

- Advance Competitive Marketing Strategy

## Related Programs

- Advance Competitive Marketing Strategy



**IDR 5,800,000**

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